Executive Summary

Company Direction

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(Deleted Company Confidential Information – pages 1-13 and 22-31)

Speakeasy Product Features

Speakeasy's initial product line features two devices, *PowerPodium and Speaker Rehearsal Booth.* PowerPodium is addressed throughout this business plan. The impact of the Speaker Rehearsal Booth on Speakeasy's operations is not reflected in the business plan; however, Speakeasy plans to seek patent protection for the device and its features are described below.

PowerPodium

The PowerPodium presentation screen and its associated features consist primarily of a computer and flat electronic screen, approximately 10 by 13 inches in size, to be located at meeting room podiums to increase the display capabilities of computer-aided slide presentations. Features are operated through both hardware equipment and software.

The computer is housed in the podium, out of sight. The screen is visible to the speaker, but not to his or her audience. Its purpose is to enable the speaker to concentrate on the speech and audience, and eliminate distractions. Diagrams that depict the product and its features are found in the Supporting Documents materials to this business plan. The following is a discussion of key PowerPodium features.

Feature – Coordinated Slide View

During a speech, the screen displays the same slide-by-slide images that are seen on the screen viewed by the audience, thereby eliminating the need for the speaker to look at the larger screen to be sure of what his audience is seeing.

> How does this work?
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> MS PowerPoint allows slide shows to be displayed on more than one monitor device. This feature depends only on the podium screen receiving the same electronic image as the laptop screen and the larger audience screen. This is facilitated through a cable that connects the podium screen to a splitter off the serial port of the laptop on which the presentation program is running. Another cable connects the same splitter to the presentation projector.

Feature – Time Keeper

The screen houses digital and analog clocks that can be viewed by time of day, or can be set for the length of the talk as a reminder of how long the speaker is scheduled to speak. This feature also incorporates visual and audible alarms that let the speaker know when he or she reaches certain milestones within the talk, e.g. 50 %, 75% and 100% of time allotted for the speech.

> How does this work?
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> This feature relies on existing technology. A chip that provides these services is imbedded in the podium screen.

Feature – Coordinated Speaker Notes

Historically, speakers have brought their written speech notes to the podium. Software programs such as MS PowerPoint have made this easier by enabling the speaker to type notes for each slide on the same "page" as the slide itself, so that when printed, the pages become a convenient speaker tool that ties text and slides to each other. MS PowerPoint takes this feature one step further by allowing the laptop screen to display the notes associated with each slide of the slideshow, at the same time that the audience sees the slide only. However, making use of this feature requires the speaker to place the laptop on top of the podium, presenting at least two problems:

1)   The cables that must connect the laptop to the projector unit must be long enough to reach the projector table from the podium, and

2)   The laptop and cables extending from the podium present an unsightly image in a formal presentation

The PowerPodium presentation screen takes this process one step further by removing the need for the laptop to be located at the podium at all, while at the same time permitting the speaker to make use of this valuable MS PowerPoint feature that eliminates the need for paper notes at the podium. The PowerPodium presentation screen displays the image of the slide <u>and</u> notes, at the same time the slide (without notes) is shown on the audience screen.

How does this work?

Current presentation software already enables this feature. Data fields for speaker notes are located in the presentation data file as "attachments" to their associated slides. This permits a screen other than the laptop or desktop used for the presentation to display the "notes page" view, while the "slide show" image of slides appears on the audience screen. The technology allows the "notes page" view to be received at the podium screen - without the awkwardness associated with a laptop on top of the podium.

The remote to the projector will control both the primary presentation laptop and the CPU that powers the podium screen. As a result, the slide that appears on the audience screen will always be in sync with the slide (with page notes) that appears on the podium screen.

Feature – Easy Go-To Slide

One frustration speakers face during question and answer sessions that follow slide presentations is being asked a question for which the speaker has the perfect slide, but being unable without an awkward time lapse to display the slide. In MS PowerPoint, for example, once a "slide show" presentation is completed, a speaker cannot return to a slide in the "slide show" without 1) using the remote or laptop keyboard to key back one-by-one to the desired slide; or 2) going to the "slide sorter" view to select the "hide slide" feature - all of which is in full audience view.

The PowerPodium presentation screen allows a faster, less distracting and more professional way of displaying a slide (or multiple slides) following the planned end of the slide presentation. By pressing a key at the presentation screen, the audience screen goes black (or white), and the presentation screen displays the "slide sorter" view. The speaker then can select the desired slide (either from only those slides that had been presented earlier or from a larger group of slides contained in the file). Upon touching

> How does this work?
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> This feature would require a minor software change to permit optimal convenience. MS PowerPoint currently permits the user to simulate a totally black or white slide by depressing the "b" or "w" key. If a speaker decided to display a new slide following the end of his planned slide show presentation, he would activate a key at the podium screen that would combine the current presentation software commands of the "b" or "w" key and the command to change the "view" to "slide sorter." He would select the desired slide by touch-pressing on the slide's image in "slide sorter," which would command the presentation software program to restore the audience screen's image to the active slide. All of these functions could be achieved in a few seconds, without the audience being distracted by the procedure.

the selected slide image in "slide sorter" the slide image automatically appears on the audience screen.

Feature – Light Control

Another experience that frequently frustrates a speaker is the need to adjust the lighting in a conference room. The location of the lighting controls and the switches that control them vary significantly from location to location. A speaker who presents from a podium usually is not close enough to the light controls to operate them, and therefore must rely on someone else. Typically the speaker wishes to "dim" the lights to a level that is conducive to viewing slides, without making the room too dark to take notes.

To correct this situation a switch is located in the housing of the PowerPodium screen to enable the speaker to adjust the lights directly, and almost instantaneously.

How does this work?

This feature relies on existing technology and simply would require a wire from the podium to the nearest electrical box that contains the capability of controlling the overhead lights. The dimming switch at the podium works in the same manner as a dimmer at a wall location.

Feature – Next Slide Preview

It is easy for a speaker to be in the midst of making a presentation and forget what the next slide in the presentation will be. To prevent the speaker from losing his place, PowerPodium displays on the presentation screen a thumbprint image of the next slide. As a result the speaker can anticipate the next slide, resulting in a smoother and more professionally appearing presentation.

How does this work?

This feature will be accomplished by software integral to the presentation device.

Feature – More Reliable Control

The "remote" furnished with an LCD projector allows the speaker to move the slide presentation from slide to slide at whatever pace the speaker prefers, and without the need to rely on another person. However, the feature arrangement of the remote may vary greatly from one projector model or brand to another, and a speaker often does not know what to expect at any particular hotel. The result often is unnecessary confusion. Compounding this are occasional battery malfunctions.

The solution is to liberate the speaker from the remote by installing electronic equipment at the podium itself that replicates all of the remote's functions. Thus a speaker will be able to advance a slide or return to an earlier slide without the need to point a remote toward the projector.

How does this work?

This feature also relies on existing technology. The screen features are made possible by cables, and eliminate the need for battery-powered transmitters.

Feature – Message Center

This feature would enable the speaker to receive messages on the presentation screen from an associate or assistant not visible to the audience who would facilitate contact with the audience. The feature addresses a number of significant applications:

Many speaker presentations end with a speaker taking questions from the members of the audience, who stand in cue behind floor microphones waiting their turn. This practice creates a number of inefficiencies, notable of which is that often the questioners who are most vocal are not necessarily the most articulate. Nor do they necessarily ask questions of any significant interest to the entire audience. An associate or assistant to the speaker could receive electronic messages from the audience and forward them to the speaker in a sequence that reflects the quality of the questions, and in a manner that makes possible a much more concise and articulate expression of the questions.

A variation of the above is illustrated by a "distance learning" instructor, who is broadcasting his lecture via the Internet to one or more distant locations – in addition to the audience in the classroom in which the instructor is located. Using the PowerPodium's Message Center, the associate or instructor can field questions emailed to the instructor and forward them to the instructor for an appropriate answer.

A third application involved a circumstance that occurs perhaps less frequently, in which the feature could be critical to the success or failure of an important presentation. A good illustration might be a company's presentation of a quarterly or annual earnings report. The presenter needs to focus on the message at hand, but it is imperative that he or she also "read" - and respond to - the concerns of the audience. Not an easy task when the presenter is preoccupied with a text. This feature will make it possible for the presenter to receive messages from an associate or assistant who is out of sight of the audience. A message could be something like, "quarter to quarter sales need more emphasis," or even a suggested statement for the presenter to deliver verbatim to the audience.

How does this work?

This feature relies on existing technology. A field would exist on the screen designed to receive transmissions from the remote "assistant." Upon receiving a message from the remote "assistant," the message would appear on the screen two lines at a time. To cause the message to scroll forward on the screen, the speaker would activate a switch. The speaker would be able to fast forward the message, if desired.

Feature – Internet Access

A number of situations can arise in which a speaker would want to feature a live Internet session as part of a presentation. For example, it might be that a speaker who wants to include in his presentation an interactive "chat" with a technical representative on a

software web site. Or, the speaker might want to include a portion of a live Internet broadcast, or engage in an Internet videoconference with the remote party's image projected on the screen. All of this can be controlled by a speaker using PowerPodium.

How does this work?

The feature is operated at the PowerPodium screen either by the on/off switch or through software, at the speaker's discretion. The Internet connection is established prior to the presentation, and the web site to be presented is bookmarked.

Feature – Mark up Slides

Until now speakers have been forced to choose between the flexibility of overhead slides - on which you can use a magic marker to create emphasis - and the advantages of an LCD slide presentation. Marking on overhead slides offers a way for the speaker to interact with his audience and avoid the appearance of a stale or stagnant approach to his talk.

Now with PowerPodium, the speaker can achieve this same functionality with PowerPoint slides. A stylus is provided with PowerPodium that enables the speaker to mark up the slide, as desired.

How does this work?

The feature relies on software and the touch-activated screen. As the speaker draws or writes with the stylus on the PowerPodium screen, the audience sees markings superimposed on the PowerPoint slides.

Speaker Rehearsal Booth

The Speaker Rehearsal Booth solves a number of problems speakers presently encounter in meetings facilities:

Currently, when a speaker arrives at his hotel for his presentation on MS PowerPoint, he often focuses (sometimes as if by surprise) on the need to practice his presentation before delivery the next day. Not infrequently the speaker then calls the meeting organizer and asks if he can set up his presentation in the meeting room and make sure "everything is working OK." The meeting organizer dutifully calls the hotel conference services manager and begs for the meeting room (which may or may not be available) and suitable AV equipment. Note that an LCD projector can rent for as much as $400 per use. The speaker only rarely is prompted to videotape his presentation for practice.

The Speaker Rehearsal Booth solves all of these problems - and more, and creates substantial benefit for everyone involved - the speaker, the organization sponsoring the event, and the hotel.

3) The speaker now has an efficient, convenient and vastly improved system for practicing his presentation. Upon checking into the hotel, the speaker will receive an encoded card, prearranged by the sponsoring organization, which will gain him access to any available speaker booth at the hotel. This eliminates unnecessary delay for the speaker and unnecessary staff cost for both the sponsoring organization and the hotel.

✔ The sponsoring organization, which often earns praise or criticism based upon the quality of presentations at its conferences, can look forward to speakers who are
better prepared. As a result, the organization's customers - the meeting registrants - are happier and more likely to attend the same conference in future years.

✔ The hotel is now able to provide a superior service to its customers, and can provide that improved service in a way that is more conserving of its personnel costs. The hotel now can be confidant that the service will be available when the customer needs it, that it will be state of the art, and that it will eliminate the crisis atmosphere that frequently accompanies speaker preparation.

The Speaker Rehearsal Booth complements the PowerPodium perfectly. It:

✔ Helps familiarize the speaker with the Speakeasy Ltd PowerPodium device and its features, making it more likely the speaker will request the device when he makes his actual presentation.

✔ Enhances the brand of the PowerPodium product line, and increases the

number of PowerPodium devices by the number of Speaker Rehearsal Booths purchased.

✔ Will put Speakeasy in a position to compete with providers of a service beyond those of the Speaker Rehearsal Booth to practice speaker presentations. If Speakeasy is successful in marketing its Speaker Rehearsal Booth, we believe speakers will become reliant on the videotaping of practice presentations. This will enable Speakeasy to achieve an advantageous competitive position to bundle with its Speaker Rehearsal Booth a service to videotape final presentations and distribute videos of these presentations as conference proceedings to conference attendees.

How does this product work?

The Speaker Rehearsal Booth consists of:

- An optional enclosure similar in size and appearance to a telephone booth (A customer may order the Speaker Rehearsal Booth features without the enclosure, if the customer chooses to create its own custom enclosures.)

- An interior to the enclosure whose electronic hardware and software create an environment that comes as close as possible to that which the speaker will experience as he delivers his presentation. The hardware and software simulate the actual meeting room the speaker will use, including the appropriate seating setup - e.g. theater, classroom, U shape, etc. The view of the meeting room is similar to the view of a runway that an airline pilot experiences of an airport runway when he undergoes training via a flight simulator.

- A working PowerPodium device by which the speaker can view his slides

- A videotape camera that records a speaker's practice presentation, and prepares a diskette/CD/DVD/videotape of the practice presentation for review by the speaker in the comfort of his hotel room. Internet access to the practice presentation can be offered as an alternative, with appropriate password protection afforded to the speaker.